

Focus Occupation: **Demonstrators and Product Promoters (41-9011)**

Focus occupation: Demonstrators and Product Promoters	
Employment and Growth	342/ 7.5%
Ave. Monthly Wage	\$1,999
Education/Experience	High school diploma or equivalent

Advance FROM Focus Occupation				
Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Sales and Related Workers, All Other (41-9099)	4	1,124/ 10.3%	HS	75
First-Line Supervisors of Retail Sales Workers (41-1011)	3	2,314/ 11.3%	HS/1-5 yrs	74
Merchandise Displayers and Window Trimmers (27-1026)	2	412/ 9.6%	HS	74
Counter and Rental Clerks (41-2021)	1	1,391/ 5.1%	Any	80
Retail Salespersons (41-2031)	1	11,990/ 11.5%	Any	83

Transfer TO and FROM Focus Occupation				
Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Cashiers (41-2011)	0	9,246/ 7.2%	Any	72
Door-to-Door Sales Workers, News and Street Vendors, and Related Workers (41-9091)	0	53/ 6.0%	HS	81

Important note: A worker does not necessarily have to traverse every rung to advance to or from the focus occupation. Occupations above and below the focus occupation are directly related to the focus occupation, but they are not necessarily directly related to each other. For example, actors and athletes are both related to agents of artists, performers, and athletes, but actors and athletes are not directly related to each other.

Analysis and development of the career lattice is by the Alaska Department of Labor and Workforce Development, Research and Analysis Section.

Data sources used for research and analysis: O*NET (Occupation Information Network), Alaska Occupational Data Base (ODB), Standard Occupational Classification Manual, North American Industry Classification System manual, Bureau of Labor Statistics Occupational Employer Survey (OES) wage estimates.